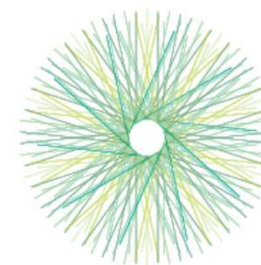


EIP-AGRI Workshop

Cities and Food

September 21 – 22, 2016 – Kraków, Poland



eip-agri
AGRICULTURE & INNOVATION



funded by





Programme 21 September

Sharing experiences in breakout sessions

11:00-12:30 Breakout sessions – Discussing cases in three groups

1.2 Education and awareness raising on city - region food systems

'Wiem, co jem' (I know, what I eat) - education and awareness raising about the importance of good food systems in schools and kindergartens in Warsaw – Ms Marta Jeruszka–Bielak - Center for Public Communication, Warsaw Municipality, Poland

Public campaigning for organic local food in Berlin, Brandenburg – Mr Mark Füssel, Federation for organic farming Berlin-Brandenburg (FÖL) e.V. Germany



“Wiem, co jem”

“I know, what I eat”

**education and awareness raising
about the importance of good food
systems in schools and kindergartens
in Warsaw**



**Marta Jeruszka-Bielak
Marta Widz**



Introduction

- the social campaign



- it started in 2006 year

Wiem, CO jem



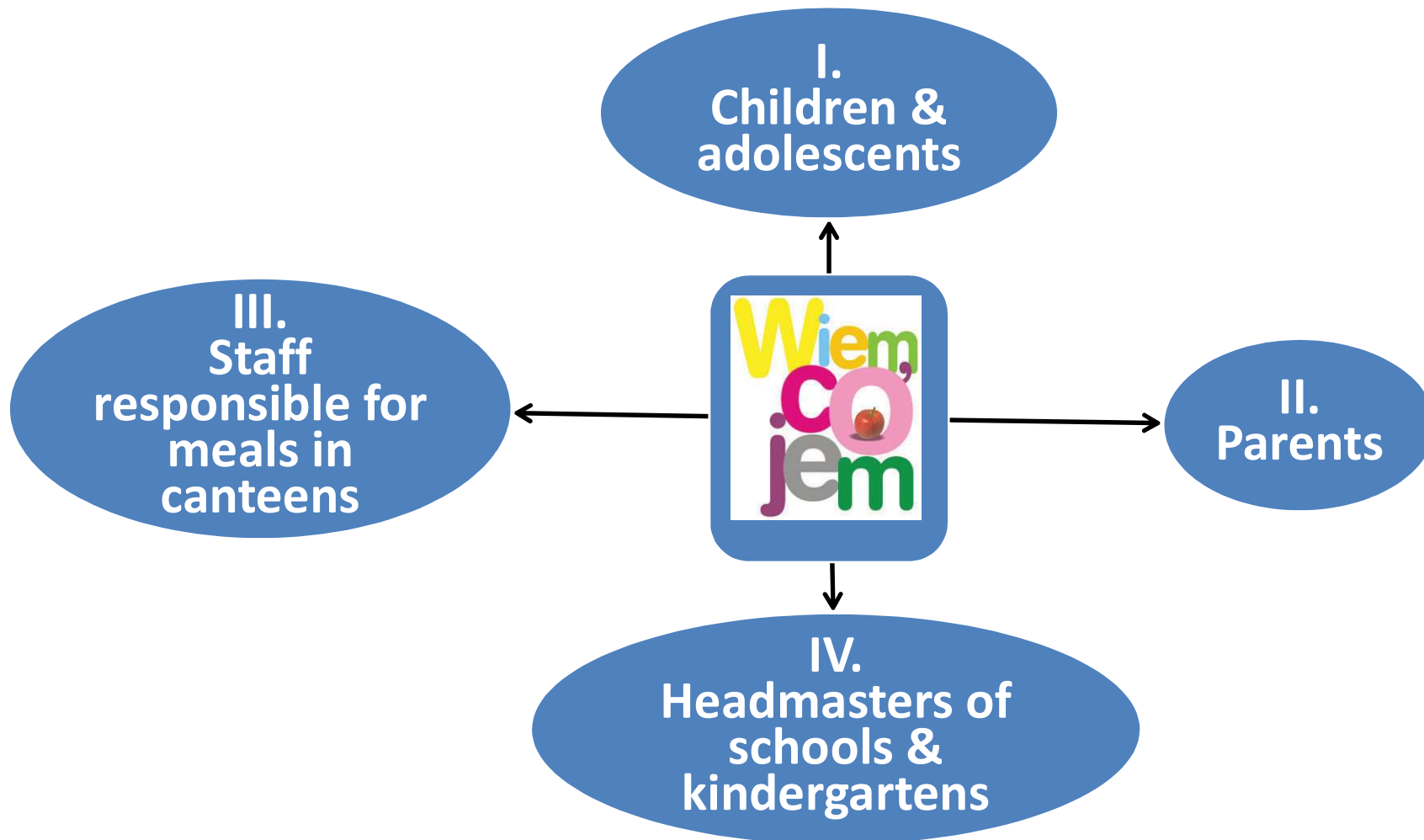
Main aims of campaign



- organization of good nutrition at schools and kindergartens
- health education of children and adolescents



The main directions of actions – direct education



I. Children & adolescents:

- a) cooking workshops (started in 2010)
over 700 workshops, over 17 000 pupils





I. Children:



b) health education

- cycle of 3 workshops, **one is culinary**
- in 2nd grade of Primary School
- started in 2014 year
- 540 workshops
- ap. 4 000 pupils



II. Parents:

- lectures combined with cooking activities (started in XII.2014)
- variety of themes
- 16 meetings
- over 1100 participants



Zapraszamy na warsztaty dla rodziców "Wiem, co jem" 27.09.2016 r.
Zdjęcie 2 z 4



II. Staff responsible for meals:

- 2 editions of workshops
- lectures combined with cooking activities
- 18 whole day workshops
- over 1300 participants





Wiem, co jem

Kampania społeczna

Organizacja prawidłowego żywienia dzieci
w placówkach oświatowych



PRZYSTĄP DO KOALICJI

OFERTA EDUKACYJNA

ORGANIZACJA ŻYWIENIA

MATERIAŁY I PUBLIKACJE

WODA

Aktualności



**Zapraszamy na warsztaty dla rodziców
'Wiem, co jem' 27.09.2016 r.**

Zapraszamy na warsztaty



**Sprawozdanie z organizacji żywienia w
placówkach oświatowych 2015/2016**

Sprawozdanie z organizacji żywienia w placówkach oświatowych w roku szkolnym 2015/2016 dla dyrektorów przedszkoli i szkół.



**Zaproszenie na film "Lowcy owoców",
19.09.2016 r., godz. 16.30, Kino Luna**

Zapraszamy nauczycieli na pokaz filmu "Lowcy owoców", który odbędzie się w dniu 19.09.2016 r. o godz. 16.30 w Kinie Luna, ul. Marszałkowska.



**Zachęcamy do podzielenia się
przepisami na posiłki przedszkolne i
szkolne**

Jeśli posiadasz ciekawe, smaczne i zgodne z Rozporządzeniem Ministra Zdrowia propozycje posiłków przedszkolnych lub szkolnych...

Kontakt

Centrum Komunikacji Społecznej
Urzędu m.st. Warszawy
w [w \[w\]\(mailto:wiemcojem@um.warszawa.pl\)](mailto:wiemcojem@um.warszawa.pl)

Koordynatorka kampanii
Marta Widz
Tel. 22 443 34 12, 510 206 152

Specjalista ds. żywienia
dr inż. Marta Jeruszka-Bielak
Tel. 22 443 34 58

Main keynotes in our education (relevant to EIP-AGRI workshop)

- we underline that good nutrition is based on **„good” foods and this means e.g. local and seasonal foods**
- **we always focus on vegetables and fruit** according to new Polish Food Guidelines; e.g. themes of workshops for parents: „We eat green”, „Spring breakfast”, „Fruity drinks” etc.



Main keynotes in our education (relevant to EIP-AGRI workshop)



- **the best education is the practical one** – culinary workshops
- we encourage to **grow own vegetables and herbs in gardens**
(practical education about the origin of foods)
- we encourage to **start the cooperation with local farmers e.g. orchardists and food producers e.g. bakers**



Main **barriers** in implementing the ideas of campaign



- **low interest in food and nutrition issues** of headmasters and parents
- **or:** conviction of parents, teachers, headmasters that „**we are well educated about healthy eating**”
- **low attendance** of headmasters and parents in the workshops; excuses: „the lack of time”, „it’s not important”, „I know everything”
- conviction of the majority of headmasters that only parents are responsible for feeding their children



Main **barriers** in implementing the ideas of campaign



- the interest in food and nutrition of headmasters and parents decreases when the age of children increases (**the highest is in kindergartens, the lowest in high schools**)
- **polarization of attitudes to foods and nutrition**, extremely interested vs. not interested at all (it is not important what we eat)
- **money**: low budgets, huge needs
- organization and education system: big city, 18 districts, over 800 public kindergartens and schools



Success factors and some pieces of recommendations

- **headmaster who is convinced that good nutrition is important** for physical and mental development; it is not always very expensive; her/his engagement and activity
- in a school/kindergarten ruled by such headmaster usually more teachers and parents share that view
- **such educational institutions got involved in many educational programs**, e.g. „5 portions of vegetables and fruits a day”, try to grow own vegetables and herbs; connect with farmers and food producers (especially kindergartens e.g. buy cakes with lower amounts of sugar and fat; bread with lower levels of salt)



Success factors and some pieces of recommendations – cont.

- **cooking workshops for all interest groups** but especially for children and adolescents; this is extremely important for increasing the vegetables and fruit consumption which is low among Polish children
- **workshops at fruit and vegetable markets:** „we eat what we know”
- organize some **events** for children **on farms** (more difficult in Warsaw) where they can pick up the vegetables and fruit
- and **invite the farmers** for kindergartens and schools’ events and picnics



Success factors and some pieces of recommendations – cont.

- prepare **database with data on local farmers** that can bring their crops to kindergartens and schools
- to **increase the consumers' trust in farmers** (the natural foods, no/low use of pesticides, fertilizers, etc.)



Dinner on the field at Majlert's farm.
<http://www.majlert.pl/>



**Thank you
for your attention.**